

	GIMNASIO SABIO CALDAS (IED) Nuestra escuela: una opción para la vida PLAN ESCOLAR NO PRESENCIAL	Código	PENP - 01
		Versión	001
		Fecha	18/03/2020
		Proceso	Gestión Académica

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Fecha de envío	April 19th, 2021	Fecha de entrega	April 23rd, 2021	
Tiempo de ejecución de la actividad	Dos horas			
TEMA	PLACEMENT ACTIVITY			

Contextualización

What is an infographic?

An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

As in the example below, infographics use striking, engaging visuals to communicate information quickly and clearly.

Infographics are a valuable tool for visual communication. The most visually unique, creative infographics are often the most effective, because they grab our attention and don't let go.

But it's crucial to remember that the visuals in an infographic must do more than excite and engage.

Types of Infographics

Infographics come in various forms. They are categorized based on purpose, types of objects used and the flow of information. Note that an infographic will not always strictly fall into a specific category. Actually, most infographics will have elements of multiple types of infographics.

The types of infographics that will be most appropriate in a given situation will depend on the objective of the data visualization. Choose the type of infographic that avoids ambiguity and best helps the reader extract actionable information and valuable insights.

- 1. Informational Infographic:** The informational infographic is distinguished by its above average use of text when compared to other types of infographics. The graphic may be enhanced by icons, shapes, colors, and other visual elements but overall, the emphasis is on the words.
- 2. Timeline Infographic:** Timeline infographic depicts events or actions in chronological order. They are often used to demonstrate a product's development, a historical trend, or an idea's evolution. Timeline infographic makes use of icons, images, and graphic elements to put the point across. The timeline's format may be vertical, horizontal, or winding. Vertical and winding timeline infographics are usually easier to read. A horizontal timeline infographic works best in posters, presentations, and environments where space is not a constraint.



3. **Charts Infographic:** Charts infographic has a chart as the centerpiece of the information visualization. Colors, shapes, and icons may be added for emphasis and/or explanation. Charts work best when performing a basic comparison of items. Instances where charts infographic would be relevant include the number of students in various universities, Twitter followers of different basketball teams, or the population in select cities.
4. **Pie Charts Infographic:** A pie chart infographic is one where the focus object is a pie chart. Whereas a pie charts infographic is technically a subset of a chart infographic, we assign it a distinct category given its widespread use. Pie charts are great for showing an item's different components or how one value compares to several other values.
5. **Comparison Infographic:** A comparison infographic examines the similarities and differences between two or more products, locations, events, actions, ideas or individuals. Examples of situations where this type of infographic may work include a comparison of Managers vs. Leaders, Insourcing vs. Outsourcing, or Past Strategy vs. Present Strategy. The comparison infographic creates contrast and helps identify the pros and cons of one item in the context of an alternative. The graphic will usually be split into two or more sections depending on the number of items being compared.
6. **Process Infographic:** Process infographic is similar to a how-to infographic. The key distinction is that a process infographic depicts decision-making processes. Process infographics are also referred to as decision trees or flow charts. Each step is linked to the next with lines and directional arrows. Examples of situations where a process infographic may be applied include personality type determination, assembly line manufacturing, software programming, project planning, and process audit.
7. **Number Infographic:** A number infographic is recognizable by the emphasis on numbers. Perhaps you want to show the various ways food is lost or wasted, how war has impacted a given country, or the vital numbers when applying for a mortgage. These examples and more can be well portrayed by a number infographic.

Descripción de la actividad

1. Look for information about **mass media in the era of internet**
2. Create an infographic taking into account the types of them.
3. You must be so creative for doing it. (it must have real and exactly information) *(use the digital tool- canva)*
4. You must socialize it with your partners and teacher. (2")
5. You must use all the oral and writing information in English.

Webgrafía/material fotocopiado (Anexo)

[What Is an Infographic: Types, Examples, Tips - Icons8 Blog](http://www.canva.com)
www.canva.com

Criterios de Evaluación

Students can improve the communicative approach with the purpose to develop their abilities and use of the technological tools in this period of time.